

**CITY OF ASHEVILLE, NORTH CAROLINA
CLASS SPECIFICATION**

**CIVIC CENTER DIRECTOR
CIVIC CENTER**

GENERAL STATEMENT OF DUTIES

Performs responsible administrative work directing the activities and operations of the Civic Center. Employee reports to the Assistant City Manager, and serves at the pleasure of the City Manager.

DISTINGUISHING FEATURES OF THE CLASS

An employee in this class is responsible for planning, organizing, directing and coordinating the activities and operation of the Civic Center. Duties include the oversight of staff management, capital improvement projects, budgeting and training. Employee is responsible for determining major departmental policies and for planning and implementing Civic Center programs and events. The major emphasis of the work is on policy development and overall departmental administration, coordination and marketing. Supervision is exercised directly or through subordinate administrators over a staff of professional, technical, operational, and supporting personnel. Employee represents the City on all projects related to the Civic Center and serves as liaison and consultant for the City. Tact and courtesy are required in frequent contact with contractors, vendors, consultants and the general public. Extensive judgment is required in making decisions with a high degree of accountability. Work is performed under limited direction of the City Manager's Office and is evaluated through conference and the analysis of program achievements.

ILLUSTRATIVE EXAMPLES OF WORK

ESSENTIAL JOB FUNCTIONS

Negotiates contracts with clients, promoters, a variety of consultants, contractors and City personnel.

Seeks out and books on a continuous basis a wide variety of events for the Civic Center.

Maintains and protects image of the facility in the minds of both promoters and the general public in such a manner that encourages ongoing utilization.

Maintains high ethical and financial standards evident in work output.

CIVIC CENTER DIRECTOR

Works, in addition to regular workweek expectations, a wide variety of hours in order to accomplish duties associated with each event, including late nights, weekends, and holidays.

Plans, assigns, directs, coordinates, and exercises general supervision over departmental employees engaged in a wide variety of Civic Center events and related operations.

Establishes program and project policies for the department.

Analyzes departmental budget estimates and prepares final budget estimates for the review of the City Council and other officials.

Confers on a frequent basis with principal administrative and technical subordinates within the department in initiating work, assessing work progress, and resolving work problems.

Reviews design plans and specifications prepared by architects and engineers for improvements to the facility.

Suggests operational changes of benefit to the City and works with City officials in implementing those changes.

Performs extensive customer service training of Civic Center employees.

Oversees the preparation and implementation of promotional and advertising campaigns.

Establishes and maintains a variety of complex files and records and prepares a variety of periodic and special reports.

ADDITIONAL JOB FUNCTIONS

Performs related work as required.

KNOWLEDGE, SKILLS AND ABILITIES

Thorough knowledge of the administrative practices and procedures relative to public leisure facilities and events management.

Considerable knowledge of modern practices and procedures of accounting, budgeting and personnel administration as applied to City government.

Considerable knowledge of the current literature, trends, and developments in the field of public leisure facilities administration.

Considerable knowledge of the principles of supervision, organization, and administration.

Ability to plan, assign and coordinate the work of a large professional and technical staff.

Ability to prepare a budget and monitor department expenditures.

Ability to prepare clear and comprehensive financial, administrative and analytical reports.

CIVIC CENTER DIRECTOR

Ability to effectively express ideas orally and in writing.

MINIMUM EXPERIENCE AND TRAINING

Bachelor's degree in human relations, business administration or a related field and 6 to 9 years of related experience; and/or any equivalent combination of training and experience required to perform the essential position functions.

COMPETENCIES

Technical Competency: Ability to use the tools and concepts of the specialty area in which the employee works. Includes using appropriate processes, procedures, resources, and work or professional standards.

Interpersonal Competency: Ability to work with people, develop and maintain work relationships, communicate, manage conflict, and perform as an effective team member.

Intellectual Competency: Ability to think, learn and process information. Ability to solve problems and gather necessary information. Includes having math and reading skills appropriate to job level.

Customer Service: Ability to identify customers, determine the valid needs of a situation, and provide service or service recovery in a manner that satisfies the customer.

Organizational and Community Sensitivity: Ability to take the larger perspective into account, recognize organizational and community priorities and balance actions appropriately.

Salary Grade 26
Exempt